

Changing the *aspect ratio* or otherwise *cropping* the media object,
Adding *text* or other *annotation* to the *media object*,
Encoding or otherwise *converting* the *media object*,
Processing the *media object* in a manner that completely fills the *media object*
identifier or maintains the *aspect ratio* of the *media object* within the *media object*
identifier,

Changing the *orientation* or otherwise *rotating* the *media object*,
Combining (including *stitching*) of multiple *media objects*, or
Enhancing the image by changing its contrast or saturation values.

3. (Amended) The methods of Claims 1 or 2 wherein the *media object* is
associated with the *media object identifier* by dragging a *visual representation* of the *media*
object from the *first location* to the *media object identifier* in the Web page.

4. (Amended) The methods of Claims 1 or 2 wherein the *media object* is
associated with the *media object identifier* by *browsing and selecting* files on the *first*
location.

5. (Amended) The methods of Claim 1 or 2 wherein more than one *media*
object is associated or processed simultaneously

6. (Amended) The methods of Claim 1 or 2 wherein more than one *media*
object identifier is generated dynamically or generated from pre-set instructions.

Please add new claims 7-14, as follows:

7. [new] A method comprising:
using a web-based media submission tool as a graphical user interface for acquiring media objects;
pre-processing the media object for the presentation requirements of a website, or printing requirements of a publisher prior to moving the media object from a first location to a second location; and
permanently associating the media object with other required data, and associating the pre-processed media object with a web page of the web site.

Sub 2
8. [New] The method of Claim 7 wherein the pre-processing includes reducing the size of the media object.

A2
9. [New] The method of Claim 7 wherein the pre-processing includes modifying the format of the media object.

10. [New] The method of Claim 7 wherein the web based media submission tool allows display of the media object in context on the web page.

11. [New] The method of Claim 7 wherein the web based media submission tool is embedded in the web site.

12. [New] The method of Claim 11 wherein the web based media submission tool is embedded in the web page

Sub 3
13. [New] The method of Claim 7 wherein the media object is a digital image.

14. [New] The method of Claim 7 wherein the web based media submission tool comprises a media object identifier.